

BUTTER-CONSUMPTION IN RELATION TO MARGARINE-CONSUMPTION.

The following table shows the United Kingdom estimated butter production and net imports yearly from 1930 to 1936. The table shows the average weekly consumption of imported butter and the *per capita* consumption of all butters. The corresponding *per capita* figures in respect of margarine are also shown.

UNITED KINGDOM ANNUAL PRODUCTION AND CONSUMPTION OF BUTTER.

Year (Jan. – Dec.).	Production (estimated).	Net Imports.	Total, all Butter.	Consumption.		Margarine, <i>per Capita</i> .
				Weekly, Imported Butter.	<i>Per Capita</i> , all Butter.	
	Tons.	Tons.	Tons.	Tons.	Lb.	Lb.
1930	48,185	332,421	380,606*	6,435	18·7	11·8
1931	48,185	385,451	428,236	7,335	20·9	10·3
1932	48,185	402,946	446,131	7,650	21·7	9·2
1933	48,185	437,300	491,655	8,475	23·5	8·4
1934	48,185	480,180	528,365	9,170	25·2	7·9
1935	47,500	474,060	526,390	9,225	25·2	8·4
1936	47,500	484,031	520,850	9,040	24·8	8·7

Source: Imperial Economic Committee.

* Apparent total annual consumption: After 1930 changes in cold-storage stocks in the beginning and end of the year have been taken into account.

A study of the seasonal changes indicates that consumption of butter is higher in the second half of the year than in the first six months. Weather and price are two important factors. Generally speaking, consumption appears to be high during the summer months and heaviest in the July–September quarter; at this period consumption of butter is supplemented by its use for other table requirements—ice-cream and reconstituted cream—and by wastage due to hot weather.

CHEESE CONSUMPTION IN THE UNITED KINGDOM.

Total cheese available for consumption in the United Kingdom has decreased during the past three years. Home production and net imports in that period were—

	1934. Tons.	1935. Tons.	1936. Tons.
Home production	50,238	57,074	54,585
Net imports	147,917	134,274	132,600
	<u>198,155</u>	<u>191,348</u>	<u>187,185</u>

In relative importance the main sources of supply are—					1934. Per Cent.	1935. Per Cent.	1936. Per Cent.
New Zealand	..	..	..	..	53	46	45
Home production	..	..	..	..	25	30	29
Canada	..	..	..	..	13	12	16

Canadian production in 1937 is considerably higher than in recent years, and, as the United States is unlikely to import as large a quantity of Canadian cheese as in 1936, supplies from Canada to Great Britain this year will be substantially higher than in 1936.

New Zealand cheese will show a moderate increase, but Home production is on a considerably lower level. The estimated increase in imports from New Zealand and Canada, however, is likely to be greater than the reduction in Home production, and total supplies available, therefore, will probably show an increase on the previous year.

Per capita consumption of cheese in Great Britain has not varied to any great extent in recent years. On the basis of net imports and estimated Home production, and excluding stocks in store which may have fallen slightly in 1936, the apparent consumption of cheese in the United Kingdom is estimated at 8·8 lb. per head, compared with 9·1 lb. per head in 1935 and 9·4 lb. per head in 1934.

Price fluctuations do not appear to affect consumption so rapidly, or in the same degree, as in the case of butter. Extensive variation in total supplies of Home and Empire origin over short periods, therefore, are likely to create considerable difficulty in arriving at a price-level which will adjust consumption to available goods.

Imports from foreign sources are not of great importance on the British market. They consist of special types for each of which there is a special but restricted demand, and are not, to an important extent, competitive with cheese of the Cheddar, Cheshire, or other well-known British types.